

RESEARCH INTEREST

Human-Computer Interaction (HCI), Human-AI Interaction (HAX), Human-Agent Interaction (HAI), Social Computing, Computer Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC)

EDUCATION

University of Washington Ph.D. in Human Centered Design and Engineering Advisors: Prof. David McDonald and Prof. Mark Zachry	Seattle, WA, USA Sep 2023 - present
Seoul National University M.S. in Intelligence and Information Advisor: Prof. Joongseek Lee Thesis: <i>Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos</i>	Seoul, South Korea Sep 2019 - Feb 2022
Ewha Womans University B.A. in International Studies (conc. in Business and Economics) B.A. in Advertising and Public Relations	Seoul, South Korea Mar 2013 - Feb 2019

RESEARCH PROJECTS

Building an AI Discussion Facilitator Tool for Wikipedia Communities <i>Lead Researcher, University of Washington</i> Currently developing a web-based prototype while testing LLM prompts and evaluating model performance.	Nov 2024 - present
Building Design Principles for AI Companions <i>Lead Researcher, University of Washington</i> Engaged in a collaborative auto-ethnography utilizing AI companions, conducted an intensive literature review, and currently leading the iterative development and evaluation of design principles.	Jan 2024 - present
Investigating Wikipedians' Discourse Comprehension and Perspectives on AI Tools for Discussion Processing <i>Lead Researcher, University of Washington</i> Developed a technology probe using iterative LLM prompting and conducted 14 interviews. [paper under review]	Sep 2023 - Oct 2024
Designing to Protect Privacy and Reduce Fear Among Teens on Social Media <i>Research Assistant, University of Washington</i> Assisted in conducting survey research and analyzing interviews, including thematic coding. [f.2]	Nov 2023 - Jan 2024
Designing a New Video Conferencing Interface for Virtual Studying <i>Lead Researcher, Seoul National University</i> Designed video conferencing interfaces and conducted usability testing with 10 users. [s.6]	Jan 2022 - Apr 2022
Understanding Co-Studying Activity on Video Conferencing Rooms <i>Lead Researcher, Seoul National University</i> Conducted 42 interviews, a survey with 107 users, and analysis of 464 video screens. [f.1]	Jan 2021 - Jan 2022
Designing a Knowledge-Sharing Chatbot for a Co-Living Space <i>Lead Researcher, Seoul National University</i> Conducted eight interviews and a co-creation workshop with 15 participants, designed a chatbot prototype, and led a one-week usability case study with 19 users. [s.3, s.5]	Jul 2020 - Jan 2021

Understanding Entertainment-Driven Use of Smart Speakers in Single Households

Lead Researcher, Seoul National University

Jul 2020 - Jan 2021

Conducted a six-week field study with 19 users, including analysis of 2,491 utterance data. [s.4]

Investigating Information Needed for Awareness between Remote Workers

Lead Researcher, Seoul National University

Mar 2020 - Jun 2020

Designed a pseudo-service and conducted a one-week usability case study with eight users. [s.2]

Building a Smart Speaker Application for Classical Music Beginners

Research Assistant, Seoul National University

Sep 2019 - Jan 2020

Assisted conversation design and collected VOCs during a 15-day usability case study with 25 users. [eight media reports]

Investigating Auditory Cues for Separateness of AI Speaker Services

Lead Researcher, Seoul National University

Oct 2019 - Nov 2019

Designed conversational agent prototypes and conducted usability testing with 10 users. [s.1]

PUBLICATIONS

PEER-REVIEWED CONFERENCE PROCEEDINGS (FULL PAPERS)

- [f.2] JaeWon Kim, **Soobin Cho**, Robert Wolfe, Jishnu Hari Nair, and Alexis Hiniker. 2025. Privacy as Social Norm: Systematically Empowering Teen Privacy Management on Social Media. **CSCW'25**. (In Press). <https://arxiv.org/html/2410.16137v2>
- [f.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. "I Want to Reveal, but I Also Want to Hide" Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms. *Proc. ACM Hum.-Comput. Interact.*, 7, **CSCW2**, Article 300 (October 2023), 27 pages. <https://doi.org/10.1145/3610091>

PEER-REVIEWED CONFERENCE PROCEEDINGS (SHORT PAPERS)

- [s.6] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. "Hide Your Video, Show Your Action!" Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Computer Supported Cooperative Work and Social Computing (CSCW'22 Companion)*, November 08–22, 2022, Virtual Event, Taiwan. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3500868.3559451>
- [s.5] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. "Knock Knock, Here Is an Answer from Next Door": Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21 Companion)*, October 23–27, 2021, Virtual Event, USA. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3462204.3481738>
- [s.4] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. "Can Smart Speaker Be the 'SimSimi' for Single Households?": Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages.
- [s.3] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. 'Naver Knowledge-iN' in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages.
- [s.2] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20 Companion)*. Association for Computing Machinery, New York, NY, USA, 239–243. <https://doi.org/10.1145/3406865.3418308>
- [s.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. The HCI Society of Korea, 4 pages.

WORK EXPERIENCE

Soft Berry Inc.

UX Researcher, Product Team

Korean Series A startup (\$8M+ funding), operates Korea's leading EV charging station app

- Led and conducted all research processes as the first and sole UX researcher.
- Collaborated closely with the CEO, COO, and product managers to set strategic research goals and objectives.
- Collaborated with product managers to translate findings into product principles and actionable guidelines.
- Collaborated with designers and engineers to apply insights within the app.
- Conducted comprehensive market research and competitive analysis.
- Conducted quantitative app behavior analysis to examine user types, feature usage patterns, and correlations both within and between them.
- Conducted interviews, contextual inquiries, surveys, and workshops for user insights and future direction.
- Communicated findings across the organization through presentations and reports.

Seoul, South Korea

Mar 2022 - Aug 2023

Weber Shandwick

Junior Associate, Consumer Marketing Team

- Planned, conducted, and evaluated digital and print PR campaigns.

Seoul, South Korea

Sep 2017 - Oct 2018

TEACHING EXPERIENCE

Qualitative Research Methods

Teaching Assistant

Currently assisting graduate students in conducting qualitative research, led a guest lecture.

University of Washington

2024 Fall

Foundations of Human Centered Design and Engineering

Teaching Assistant

Assisted foundation course for HCDE undergraduate students.

University of Washington

2024 Spring

Creative Fusion Seminar

Teaching Assistant

Assisted undergraduate students in conducting user research and designing prototype.

Seoul National University

2020 Fall

Information Technology Practice

Teaching Assistant

Assisted undergraduate students in conducting user research and designing prototype.

Seoul National University

2020 Spring

HONORS AND SCHOLARSHIPS

Brain Korea 21 Four Scholarship

2020 Fall, 2021 Spring

Brain Korea 21 Plus Scholarship

2019 Fall, 2020 Spring

Ewha Womans University Honors Scholarship

2013 Fall, 2014 Fall, 2015 Fall, 2017 Spring

Ewha Womans University Dean's List

2013 Spring, 2014 Spring, 2014 Fall, 2016 Fall, 2017 Spring

INVITED TALKS

HCI Korea 2020 Tutorial Presentation

Making 'Cool' Voice Service

Aug 2020

REVIEW SERVICE

CHI (2025), CSCW (2023, 2024), CHI Late-Breaking Work (2022, 2024)

SKILLS

Research Methods (tools): Field study, case study, co-creation workshop, in-depth interview, focus group interview, contextual inquiry, survey (Google Forms, Qualtrics)

Prototyping & Usability Testing (tools): Prototyping (HTML, CSS, Figma, Google Dialogflow, Teachable Machine), usability testing (Maze)

Data Analysis (tools): Thematic analysis (Miro), content analysis (ATLAS.ti, Optimal Workshop), user behavior analysis (Amplitude, Google Analytics), data processing (Python, SQL), statistical analysis (Python, R, JASP)